

APPROVED FULL TAC COUNCIL 10/7/08

ORGANIZATION NAME: WEST YELLOWSTONE MONTANA CHAMBER OF COMMERCE

PROJECT NAME: CONSUMER MARKETING:
'99 THINGS TO DO IN YELLOWSTONE COUNTRY

APPLICATION COMPLETED BY: MARYSUE COSTELLO & JAN STODDARD

Approval Requested

 X Final

 Preliminary

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

This is a repeat and combination of two '08 projects with Yellowstone International/Yellowstone Journal/YellowstonePark.com

This project has two components:

- ◆ Full page add in the *'99 Things to do in Yellowstone Country*. The circulation of this book within the region is impressive and it is the desire of WYM to continue to participate. We believe that with the distribution we can affect travelers who are already in the region to spend an additional night and to spend it in West Yellowstone to enjoy our attractions and adventures. As well, we will have the opportunity to affect travelers before they leave home because the entire magazine is also posted to their very popular, award-winning YellowstonePark.com website. (see conversion information with rack cards).
- ◆ With the ad insertion we also receive 600 words of advertorial in the magazine adjacent to the ad. From this page there are several hyperlink opportunities.
- We will design and print 20,000 rack cards (one color) with our calendar of events on one side and "things to do" on any given day in West Yellowstone on the reverse. These will be distributed, as long as they last, as a response piece through fulfillment by Yellowstone International. Conversion research performed by Yellowstone International indicates that in excess of 50% of those who request the trip planning information actually come to the Yellowstone area.

Objectives

Include the objectives from the narrative portion of your marketing plan that support this project.

1. increase resort tax collections at a greater rate, at least one percent, than Yellowstone gate figures.
This would indicate success in creating West Yellowstone as a destination in its own right.
2. increase length of stay measured by those who register at the Visitors Center by two hours.
3. increase resort cities taxes by 2% in our shoulder and winter seasons and by 4% overall.
4. increase use of our web site in the number of visitors by 30% and in time by another half-minute.
5. private sector participation in the full page ad.
6. All 20,000 copies of the rack card used prior to May 1, 2009.

Identify the portions of your marketing plan which support this project.

This project is supported by:

- ◆ Attract visitors to West Yellowstone by communicating an image that is consistent with our long-term vision of West Yellowstone as a vacation destination.
- ◆ Expand our marketing potential by participating in partnerships.
- ◆ Target our market as accurately as possible.

Does this project support the Strategic Plan? X Yes ___ No

Detail pages attached ☒ Yes No

Budget page must be attached for approval.

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DETAIL PAGE

'99 Things to do in Yellowstone Country

Four color, full-page ad (8.25 x 11 inch) in the magazine. Of that space, 50% will be devoted to an overall "image" for West Yellowstone and the balance will be made available for up to four partners.

With the full-page ad comes 600 words of editorial content and additional hyperlinks from that copy on the website.

Card and distribution

Yellowstone International's website (Yellowstone Park.com) visitors can make a request to receive a "trip planning kit." The recipient receives a "newspaper" along with information from those advertisers who commit to this program.

We will design and print a standard "rack card" size with our calendar of events on one side and "things to do" on any given day in West Yellowstone on the reverse. We will print 20,000 copies in two colors.

Yellowstone International will include these rack cards in the "kit" at a cost of \$.25 each as opposed to their normal starting fee of \$.275.

WEST YELLOWSTONE CHAMBER OF COMMERCE PROJECT BUDGET
'99 THINGS TO DO IN
YELLOWSTONE

	State Tourism Funds		Other Funds		Total
PROFESSIONALSERVICES:					
Design & Layout of ad	\$1,000	+	\$0	=	\$1,000
Design & Layout of card	350	+	\$0	=	\$350
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$1,350		\$0		\$1,350

MARKETING/ADVERTISING:					
Media placement	\$9,900	+	\$0	=	\$9,900
Web map routes	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$9,900	+	\$0	=	\$9,900

TRAVEL:					
Personal Car	\$0	+	\$0	=	\$0
Commercial Transportation	\$0	+	\$0	=	\$0
Meals	\$0	+	\$0	=	\$0
Lodging	\$0	+	\$0	=	\$0
Vehicle Rental	\$0	+	\$0	=	\$0
TOTAL	\$0		\$0		\$0

OTHER:					
Postage for fulfillment	\$5,000	+	\$0	=	\$5,000
Printing of rack card	\$4,500	+	\$0	=	\$4,500
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$9,500	+	\$0	=	9,500

'99 Things to do in Yellowstone Country					
	\$20,750		\$0		\$20,750